

Naja Shriners Outdoor Design and Placement

– Case Study –



Naja Shriners

Making a Difference One Child at a Time

Overview

Shriners Hospitals for Children has 22 facilities dedicated to improving the lives of children by providing specialty pediatric care, innovative research, and teaching programs for medical professionals.

Each year, the Rapid City Naja Shrine Club hosts a free orthopedic clinic for children to determine if they may need further care. The goal is to reach parents and grandparents in vastly rural areas, specifically low income families that might not be able to see a medical professional on a regular basis.

Results

Midwest Marketing worked with the Naja Shriners to offer Free Screenings for their Children's Clinic. The primary medium utilized was outdoor in conjunction with supported print and online marketing. This strategy resulted in the local chapter having the largest turnout of children to be screened for possible joint, muscle or bone problems in the entire Midwest Shrine Division.



125 Main St, Rapid City | 605.716.5666 | MidwestMarketingLLC.com

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LET'S WORK TOGETHER

Dawn Claymore

President/CEO

dawn@mwmsd.com

605.716.5666

